The 2025 APHA Leadership Gathering

Once again the leaders and staff of APHA brought forth honest numbers and goals for the future.

Youth- work for less barriers and more opportunities

Welcome youth
Mentors
Scholarships 95,000 in Youth Scholarships-288 youth awarded 91,000 to university's

APHA saw a continued downward membership trend over the last three years (-2,221)

Focus on Value for membership
Use Chrome and the Paint Journal to share with the world
Transfers completed in 24-72 hours
Registrations up 10 percent US and 33 percent International
Chrome Cash- Give value at affiliate partner events NCHA 1.2 Millions 97 percent is from actual entry 600.00 buy in on side pot
Transfers up
Global 28 percent of the members live outside of the US
PAC 383 sign ups down 12 percent
PACE Barrels 10 percent increase in enrollment 4 percent in payouts 2025 removing enrollment for one less hurdle
Horse IQ 42 percent increase in subscriptions- 2,286 subscriber's- 14 partn organizations
Equine Assisted Services- Partnered with NSBA
Stock Yard Bronzes. Marked clearly now 9 MILLION visitors a year
MFG Properties- Continue to increase profits- Barn Door up 10 percent and 100 new Items this year (WSPHC and WSQHA both made large orders while here!)

Focus on changing the 20 year downward show trend 2004-2024
2004 10,000 horses shows 2024 3800
Factors include economy and expendable income

World Show Summer numbers steady- 449 classes offered
Halter Million slight decrease with 466 horses
Offer other events that will bring others to Worldshow
IEA Championships
Judging Contest 119/Summer 131/Fall

Youth World Games 36 youth/12 countries

Intermediates- 55 percent were also entered in the Intermediate

All Breed Classes exposing people to the breed and elevates numbers on the grounds

National Shows 868/West 734/East

97 percent Increase in the West 71 percent increase in horses

NEED FOR ASSOCIATION TO EVOLVE

Survive VS Thrive

Now VS Next

Limitation's- Finance and resources

Need to Change to have an impact and influence

Strategy is how skillfully and purposely we deploy We make a choice to change or to remain the same. The same results in stagnate

Are you a protector of the past or a steward of the future

1) Change environment
2) Social changes
3) Communications
4) Resource allocation
5) General habits likes or dislikes
6) Expertise and opportunity for change and growth

APHA Goals

Elevate the image of the Paint Horse by developing incentives to compete and breed

APHA

Paynt Points

Color Incentive

Cross promotion between APHA and Affiliates

Horse IQ- Chrome Cash

Capitalize on APHA owned imagery and Editorial Scan Magazines into Horse IQ

Increase the use of colorful horses in imagery – marketing and social media

Expand the promotion of the Paint Horse Lifestyle

More Utube First viral video reached 6 million people

Expand PH Barn door

More pop ups- promotions – expand inventory

Leverage for maximum profitability

Increase net sales

Increase overall numbers for the Cowgirl gathering

IRHA develop the international program

Improve Efficiency and customer satisfaction

- Customer transactions
- Work to increase efficiency of APHA
- Processing through automation and digital access

TO DO List

Develop and implement and leadership program to increase engagement

I am excited to continue to learn and expand my knowledge. I am honored to serve on the Regional Engagement Advisory Committee

Respectfully Submitted

Lisa Gardner

AMERICAN PAINT HORSE ASSOCIATION

MISSION

Promote, preserve and provide meaningful experiences with Paint Horses.

VALUES

APHA is committed to the following Values:

- Visionary Thinking
- Fostering Camaraderie
- Demonstrating Integrity

APHA GOALS

- Elevate the image of Paint Horses
- Leverage MFG to optimize for-profit opportunities.
- Improve efficiency and satisfaction with customer transactions.
- Develop and implement a leadership program to increase engagement.

Competition Advisory Committee
March 1, 2025 8:00am CST
Tentative Agenda

I. Call to Order

II. Roll Call

III. Reading of Committee Purpose

IV. Approval of Minutes
   a. 1/7/2025 Zoom meeting- 01.07.25 Competition Advisory Committee Minutes

V. Performance Department Report
   a. Show Stats
   b. Top 20 Shows
   c. Amateur and Youth Stats

VI. Review of Committee Priorities
   a. **Accomplished:** Evaluate and make recommendations to streamline show structure, rules, and requirements to improve efficiency (SP –Improve efficiency and satisfaction with customer transactions.)
      a. Show Rules Task Force submitted multiple RCPs to simplify APHA show rules.

   b. **Accomplished:** Develop recommendations to promote exhibitor recognition at regional and zone shows (SP – Elevate the image of Paint Horses.)

      a. Committee brainstormed ideas at varying price points, staff collected list into document and will be dispersed to clubs and published on apha.com pending BoD approval.

   c. **Accomplished:** Develop a system to enhance volunteer recognition (SP – Develop and implement a leadership program to increase engagement.)

      a. Committee submitted volunteer recognition story ideas to PHJ editorial staff, APHA developed and published volunteer hour recognition certificate on apha.com.

VII. Problem Solving and Proposals-
https://files.apha.com/s/i/UyjBCPV5fwjdk5i5/s/pVTLJQ75wHYx

aeRT

a. Review Show & Contest Rule Change Proposals
    1. SC-015
    2. SC-090
    3. SC-095
    4. SC-105
    5. SC-105-1
    6. SC-105-2
    7. SC-105-3
    8. SC-105-4
    9. SC-110
    10. SC-145
    11. SC-150
    12. SC-155
    13. SC-185-1
    14. SC-204
    15. SC-247
    16. SC-283
    17. SC-286
    18. SC-290
    19. SC-309
b. Review Amateur Rule Change Proposals
    1. AM-080
    2. AM-085
    3. AM-105
    4. AM-110
    5. AM-115
    6. AM-117
    7. AM-205
    8. AM-205-1
    9. AM-300
c. Review Youth Rule Change Proposals
    1. YP-075
    2. YP-075-1
    3. YP-205

VIII. Adjourn

2024 TOP TWENTY SHOWS BY HORSES PER JUDGE

Rank	Show	Location	Date	Horses	Entries	Avg Ent/Hrs	2023 Rank	Type	Adjoining Show
1	European Paint Horse Championships sponsored by Zone 12 Coordinating Committee	Kreuth, GM	8/17	289	1497	5	1	5 ZOR	-
2	Ugly Sweater Extravaganza sponsored by Florida PHC & Georgia PHC	Ocala, FL	12/6	251	1463	6	2	4 POR x 4 POR	Holiday Classic sponsored by Florida PHC (250/1464)
3	Zone 2 ZOR sponsored by Zone 2 Coordinating Committee	Las Vegas, NV	5/22	186	936	5	4	6 ZOR x 4 POR	APHA Zone 2 POR sponsored by Silver State PHC (182/910)
4	Fort Worth Stock Show & Rodeo Paint Horse Show sponsored by FWSSR	Fort Worth, TX	1/22	178	884	5	3	4 POR	-
5	Paint the Future sponsored by Texas PHC	Waco, TX	4/11	155	908	6	9	4 POR	-
6	Show of the Year #1 sponsored by California PHA	Ranch Murieta, CA	4/24	141	752	5	7	4 POR x 4 POR	Show of the Year #2 sponsored by California PHA (139/666)
7	Copper Country sponsored by Arizona PHC	Scottsdale, AZ	12/29	140	643	5	13	4 POR x 4 POR	Copper Country POR sponsored by Arizona PHC
8	Great 8 Zone-O-Rama sponsored by Zone 8 Coordinating Committee	Cloverdale, IN	5/3	133	654	5	12	6 ZOR	-
9	Zone 9 Southern Classic sponsored by Zone 9 Coordinating Committee	Ocala, FL	2/23	132	784	6	-	6-ZOR	-
10	Hearts and Flowers sponsored by Gulf Coast PHC & Texas PHC	Waco, TX	2/15	123	643	5	15	4 POR	-
11	Houston Livestock Show & Rodeo sponsored by	Houston, TX	3/7	121	633	5	11	3 POR	-
12	Copper Country sponsored by Arizona PHC	Scottsdale, AZ	1/1	121	561	5	5	4 PORx 4 POR	Copper Country sponsored by Arizona PHC (138/686)
13	April Extravaganza sponsored by Palmetto PHC & Carolina PHC	Camden, SC	4/12	120	653	5	-	4-PORx2-Judge	Carolina Color Classic sponsored by Palmetto PHC & Carolina PHC (120/652)
14	Zone One - The Big Paint Show sponsored by Zone 1 Coordinating Committee	Nampa, ID	8/7	116	663	6	14	6 ZOR x 4 POR	INPHC Summer Spectacular sponsored by Inland Northwest PHC (107/592)
15	Buckeye Bonanza sponsored by Ohio PHC	Wilmington, OH	7/27	116	605	5	-	4-POR	-
16	German Paint Horse Championship sponsored by Paint Horse Club Germany	Kreuth, GM	6/20	116	571	5	8	4 POR	-
17	Zone 4 Memorial Day Classic sponsored by Zone 4 Coordinating Committee	Waco, TX	5/30	109	642	6	10	6 ZOR	-
18	Zone 7 Northeast Connection sponsored by Zone 7 Coordinating Committee	Logan Township, NJ	8/3	106	613	6	-	6-ZOR	-
19	May Mane Event sponsored by Florida PHC	Ocala, FL	5/10	104	681	7	-	4-PORx2-Judge	May Mane Event #2 sponsored by Florida PHC (104/681)
20	Mason Dixon Color Classic sponsored by Pennsylvania PHC & Delmarva PHC	Centre Hall, PA	5/11	99	633	6	-	4-POR	-

Competition Advisory Committee Meeting Minutes
Committee Meeting
January 7, 2025

Committee Chair Karen Kennedy called the meeting to order at 7:02 PM on Tuesday, January 7, 2025. Present were: Vice Chair Norma Hamilton, Amanda Palmer, Annette McCloskey, Ashley Enoch Scott, Carmen Lay, Carrie Gulling, Claire Pope, Elizabeth Spike Brewer, Jennifer Mendes, Jessica Lawrence, Jill Paxton, Kevin Smith, Kristy Doyle, Melanie Fransen, Melissa Brown, Paul Garrett, Robin Robinett, Sally Griffin, Sue Johnson, Sue Woodson, Teena Middleton, Trisha Shorten-Armstrong, Board Liaison Tina Shanahan, and APHA Staff Elizabeth Lawhorn, Sandy Jirkovsky, and Hannah Eichman.

Motion #1: Jill Paxton moved and Elizabeth Spike Brewer seconded to approve meeting minutes from the meeting on November 6, 2024.

Motion carried.

Motion #2: Kevin Smith moved and Elizabeth Spike Brewer seconded to approve the committee's exhibitor recognition recommendation to be released.

With no further business, Sally Griffin moved and Sue Johnson seconded to adjourn the meeting. Meeting adjourned at 8:22 PM.

Submitted by:
Hannah Eichman

2024 Show Statistics

Month	Shows		Open		Youth		Novice Youth		Amateur		Novice Am.		Open SPB		Amateur SPB		Youth SPB		Amateur WT	
	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024
January	37	23	1928	1619	1966	1684	651	474	2179	1543	547	495	124	72	28	24	0	0	1052	524
February	21	18	1048	1950	884	1747	390	590	1440	1830	319	952	0	134	0	114	0	0	622	760
March	49	37	2705	2634	2643	2647	1001	900	2896	2838	1295	1106	349	227	116	26	42	6	1479	1291
April	88	95	7327	6690	4684	5514	1915	2283	7192	6799	2556	2921	426	351	315	327	96	76	3494	3241
May	139	128	9724	9992	6599	6803	2907	2262	11418	11090	4314	4487	1029	1190	1276	1061	477	273	4359	3525
June	61	46	3703	2658	1235	1007	462	488	2949	2120	1174	719	730	380	423	372	90	26	614	446
July	68	58	4171	3434	3417	2363	927	924	4005	3116	1576	1097	409	287	424	195	193	106	1541	1108
August	79	106	10416	10953	6040	6214	2430	2566	9383	10588	3230	4072	1237	1272	896	1132	407	312	3196	3710
September	91	54	6794	3060	4181	1682	1473	494	7112	2950	2401	1224	554	344	458	296	172	158	3029	1082
October	49	42	4373	3094	2216	1815	818	618	3983	3111	1157	1243	582	215	534	144	140	60	1714	1019
November	28	29	1923	1479	1518	1714	634	590	1842	1364	816	658	130	113	112	64	24	16	1084	934
December	21	20	2736	3342	3013	3559	1068	1228	3114	3318	965	1188	46	138	20	124	0	28	1588	1452
Total	731	656	56,848	50,905	38,396	36,749	14,676	13,417	57,513	50,667	20,350	20,162	5,616	4,723	4,602	3,879	1,641	1,061	23,772	19,092

Total Entries Processed			
Month	2023	2024	
Jan	8475	6435	-24.07%
Feb	4703	8077	71.74%
Mar	12526	11675	-6.79%
Apr	28005	28202	0.70%
May	42103	40683	-3.37%
June	11380	8216	-27.80%
July	16663	12630	-24.20%
Aug	37235	40819	9.63%
Sept	26174	11290	-56.87%
Oct	15517	11319	-27.05%
Nov	8083	6932	-14.24%
Dec	12550	14377	14.56%
Total	223,414	200,655	11.34%

Total Horses**			
Month	2023	2024	
Jan	478	353	-26.15%
Feb	97	199	105.15%
Mar	453	438	-3.31%
Apr	722	727	0.69%
May	781	747	-4.35%
June	377	270	-28.38%
July	272	252	-7.35%
Aug	322	434	34.78%
Sept	265	119	-55.09%
Oct	156	144	-7.69%
Nov	70	92	31.43%
Dec	43	58	34.88%
Total	4,036	3833	-5.03%

Amateur / Novice Amateur History

Year	Group	Total Amateurs	Amateurs	Amateurs with Show Records	Novice Amateurs	Nov/Ama with Show Records	Walk Trot	Walk Trot w/Show Records	Age Group 19-30	Age Group 31-40	Age Group 41-50	Age Group 51-Over	No Birthdates	Show Records No Birthdates
2025	19 - 44	259	36	26	167	102	56	33						
	45 - Over	592	139	107	239	164	214	155	40 (sr)	57 (sr)	70 (sr)	232 (sr)		
2025	* TOTAL *	851	175	133	406	266	270	188	89	112	131	506	13	
2024	19 - 44	1,365	353	278	752	491	260	191						
	45 - Over	1,631	458	383	701	495	472	360	234 (sr)	322 (sr)	317 (sr)	774 (sr)		
2024	* TOTAL *	2,996	811	661	1,453	986	732	551	443	564	554	1,422	13	
2023	19 - 44	1,448	368	296	798	550	282	211						
	45 - Over	1,716	472	383	754	517	490	379	241 (sr)	362 (sr)	326 (sr)	818 (sr)		
2023	* TOTAL *	3,166	840	679	1,553	1,068	773	590	414	613	543	1,568	20	
2022	19 - 44	1,540	381	322	869	585	290	236						
	45 - Over	1,779	481	408	761	534	537	422	248 (sr)	381 (sr)	331 (sr)	889 (sr)		
2022	* TOTAL *	3,319	862	730	1,630	1,119	827	658	426	615	573	1,688	12	
2021	19 - 44	1,537	350	295	858	604	329	240						
	45 - Over	1,812	445	381	825	584	542	427	227 (sr)	367 (sr)	338 (sr)	932 (sr)		
2021	* TOTAL *	3,349	795	676	1,683	1,188	871	667	368	633	581	1,760	1	
2020	19 - 44	1,394	333	293	811	586	250	194						
	45 - Over	1,743	425	363	799	549	519	412	209 (sr)	366 (sr)	303 (sr)	913 (sr)		
2020	* TOTAL *	3,137	758	656	1,610	1,135	769	606	334	553	505	1,743		
2019	19 - 44	1,623	412	343	943	671	268	208						
	45 - Over	2,009	542	435	910	644	557	422	199 (sr)	417 (sr)	363 (sr)	1,114 (sr)		
2019	* TOTAL *	3,632	954	778	1,853	1,315	825	630	337	638	586	2,071		
2018	19 - 44	1,597	403	352	945	675	249	192						
	45 - Over	1,965	523	436	922	652	520	400	182 (sr)	414 (sr)	367 (sr)	1,152 (sr)		
2018	* TOTAL *	3,562	926	788	1,867	1,327	769	592	273	652	568	2,065	3	

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2018	*TOTAL*	3,562	926	788	1,867	1,327	769	592	278	652	568	2,066	3	

marked for greatness™
AMERICAN PAINT HORSE ASSOCIATION

AjPHA Youth Membership Statistics

Total Youth Membership - 5.5% increase

2024 – 3,183
2023 – 3,017
2022 – 3,509
2021 – 3,478
2020 – 3,258
2019 – 3,613
2018 – 3,934

AjPHA Novice Youth Card Statistics

Total Novice Youth Cards - 6% decrease

2024 – 376
2023 – 401
2022 – 451
2021 – 547
2020 – 445
2019 – 614
2018 – 679

AjPHA Walk-Trot 11-18 Card Statistics

Total Walk-Trot 11-18 Cards - 14% increase

2024 – 111
2023 – 97
2022 – 99
2021 – 86
2020 – 81

Performance Department

P.O. Box 961023 | Fort Worth, Texas 76161 | 817-222-8455 direct | 817-834-3152 fax

Physical Address: 122 East Exchange Ave. | Suite 420 | Fort Worth, Texas 76164 | apha.com

PAYNT POINT$

INCENTIVE PROGRAM

A competition incentive program that directly rewards Youth and Amateur exhibitors for earning points in APHA-approved shows.

ABOUT PAYNT POINTS:

Estimated $500,000 added by APHA annually

Annual Purse Calculation:

(APHA-Added Money) + (Total APHA Entries x $2) = Paynt Points Total Purse

100% paid back to Youth, Amateur, Novice and Walk-Trot exhibitors: approximately $10 per point

- Based on 2022 data, Paynt Points would have paid over **$1 MILLION to exhibitors**
  $500,000 APHA-added + (267,383 total entries x $2/entry) = $1,034,766 Paynt Points purse

Who Gets Paid?

- Points earned in **Youth, Amateur, Novice and Walk-Trot division classes** at APHA-approved shows
- **Twice-a-year payouts** to the horse owner/lessee at the time the points were earned
- **68%** of horses shown in Amateur, Youth, Novice & Walk-Trot are projected to earn a Paynt Points payout (based on 2022 data)

Every Youth, Amateur, Novice and Walk-Trot point will pay!

How Do I Participate?

(Total # Classes x Total Number Judges) x $2 = Exhibitor Out-of-Pocket Cost

All APHA divisions pay the $2/entry Paynt Points fee.

- *At a four-judge show, exhibitors make a Paynt Points investment of $8 per class.*
  It just takes 1 point earned at the estimated $10/point payback to cover costs & make money!
- *If an exhibitor shows in four classes at five shows (4-judge each):*
  $8 per class x 4 classes = $32 per show
  $32 per show x 5 shows = $160 annual Paynt Points investment (over five shows)
  It takes only 16 points earned all year to cover costs!

Exclusions:

- Non-point-earning APHA classes (futurities, Chrome Cash, PBRIP) and all-breed classes
- No payouts for Open points